PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017-5592

Sig please
comp attached

TO: Suzanne LeVan
Bob Mikulay

DATE: May 15, 1995

FROM: Melinda Maggio

SUBJECT: **LBCo. Estimate #TMR6003**
Merit June Offensive Mailing

Please sign the attached LBCo. estimate in the amount of $1,020,076 for the Merit June Offensive piece. This mailing contains a letter, coupons and survey tied creatively into a "legal case for switching down to Merit". The details of the program are as follows:

Drop Date:	6/15/95
Circulation:	1MM Response Competitive Smokers (Based on a responsiveness model)
Coupon Values:	(2) $2.00 off carton/4-packs (1) B1G1F Pack
Production Cost/Piece:	$1.00
Total Cost:	$2.3MM
Total Units Moved:	88MM
CPM:	$26.19

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Source: https://www.industrydocuments.ucsf.edu/docs/jxdm0004